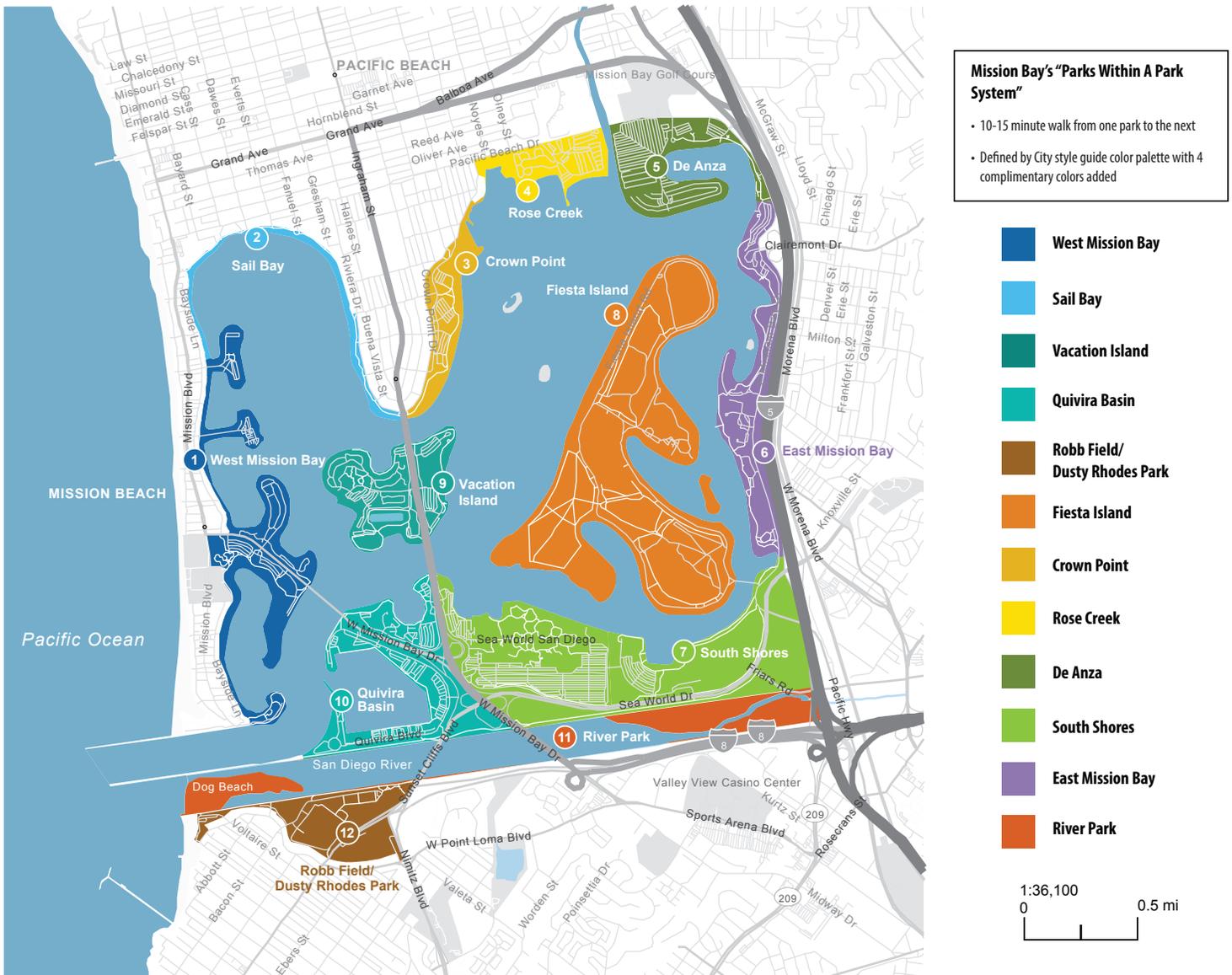


COLOR CODING PARK AREAS FOR VISITOR ORIENTATION

Considering the size of Mission Bay Park, we recommend breaking the park into smaller sections, or distinct “Parks Within a Park,” as named in the Master Plan, so that visitors can better orient themselves to their location within the park and locate nearby facilities, hotels, and other attractions. By identifying these localized park areas with color coding, a simple orientation system is created that can be applied to signs and directories within each distinct Mission Bay park area, so that visitors can easily identify their current location, and be informed when they transition from one area of the park to the next.

This color coding system is based off the City’s style guide color palette with suggested added colors to identify 12 distinct park areas. The color codes can be used on both permanent and temporary signage, directories, leaflets, and other event promotional materials to make navigating through the entire Mission Bay Park area much easier.



PRIMARY COLOR PALETTE

Signage Colors	Mission Bay "Parks Within A Park" Color Codes		
	West Mission Bay	Robb Field/ Dusty Rhodes Park	De Anza
	Sail Bay	Fiesta Island	South Shores
	Vacation Island	Crown Point	East Mission Bay
	Quivira Basin	Rose Creek	River Park

CONCEPT DESCRIPTION

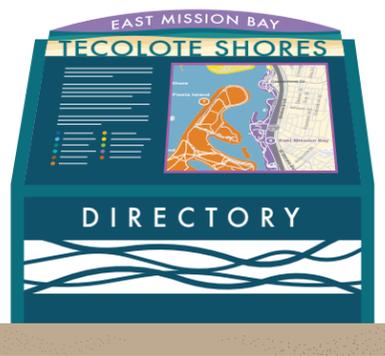
This concept focuses on the natural elements of sand and sea with light beige and aqua colors making up the main palette for the sign structures. Concrete bases for the signs and directories would be sand colored, incorporate natural elements such as seashells and stones found around the bay area, and use flowing shapes and colors to represent the natural beauty of the park. A color coded arch element at the top of each sign helps visitors orient themselves within each of the park's delineated areas.

Semi-translucent colored polycarbonate panels allow monument signs to illuminate during the day with natural sunlight, and also be uplit at night using solar powered lighting elements. The Mission Bay logo dimensional type is silhouetted against the lighted background, while the dimensional type tagline/waves and City logo would be backlit from within the sign structure.



Entryway Monument

Directory signage showcases each of the color-coded neighborhoods and is angled at 45° for easy viewing. Dimensional elements involving lighting and texture can be added to the display, as well as interactive monitor technology similar to Balboa Park's electronic kiosks, where appropriate.



**Walkway Directory/
Interpretive Sign Panel**

LOGO & TYPE TREATMENT

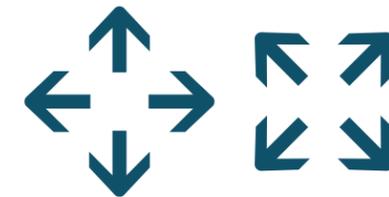
The Mission Bay logo and associated sign typefaces use a bold and modern type style very similar to the new City of San Diego logo. A tagline was created to expand on the idea that Mission Bay is more than just a City park – it's where San Diegans go to play. Wavy shaped lines underscore the mark representing the wave action in the waters of the bay as well as the shifting shoreline sands during tide fluctuations. These lineal elements are accented throughout the signage concepts and provide a unifying identity to the concept.



TYPEFACE

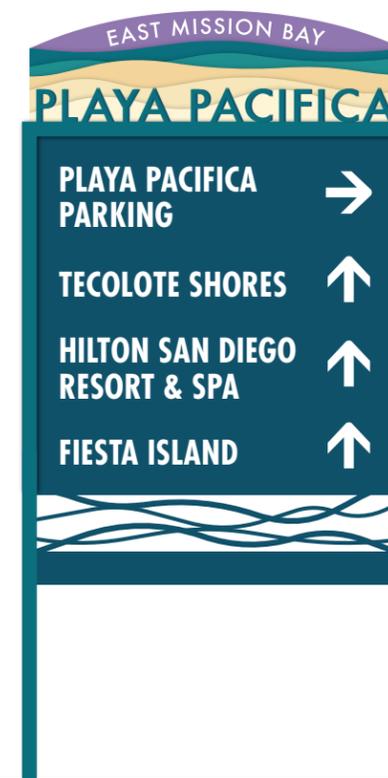
Futura Medium
Futura Bold Condensed

ARROW APPLICATION



Large directory signs allow for easy viewing of directions and regulatory information to guide park users. Temporary signs announcing events or parking configurations could be installed on crossbars below the large panels.

Smaller sign templates can be used for pedestrian guides, parking, and speed limit information. They would be various sizes and shapes depending on the City's needs.



**Roadway Directional
Signage**



**Large Format
Information Panel**



**Small Format
Information Panels**



Current Condition



Proposed Signage



Current Condition



Proposed Signage



Current Condition



Proposed Signage

SOURCE: Dudek 2019



Current Condition



Proposed Signage

SOURCE: Dudek 2019

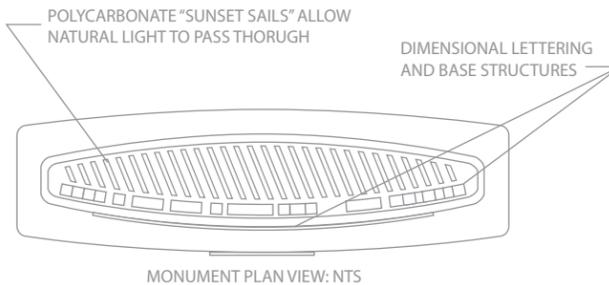
PRIMARY COLOR PALETTE

Signage Colors	Mission Bay "Walkable Neighborhood" Color Codes						
			West Mission Bay		Robb Field/ Dusty Rhodes Park		South Shore
			Sail Bay		Fiesta Island		East Mission Bay
			Vacation Isle		North Shore		River Park
			Quivera Basin		De Anza		

CONCEPT DESCRIPTION

This concept focuses on the views of beach and bay, and the vivid colors that visitors experience at sunrise and sunset when the sun is low on the horizon. Concrete bases for the signs and directories would be sand colored, incorporate natural elements, and provide opportunities for photos with a "bench" area for seating.

The monument design includes multiple semi-translucent polycarbonate elements and textures that are welcoming and colorful, as well as durable. These elements would be lit for high visibility at night. Dimensional letterforms with graphic cutouts and multi-dimensional base structures add depth and unique shapes to the design.



Entryway Monument

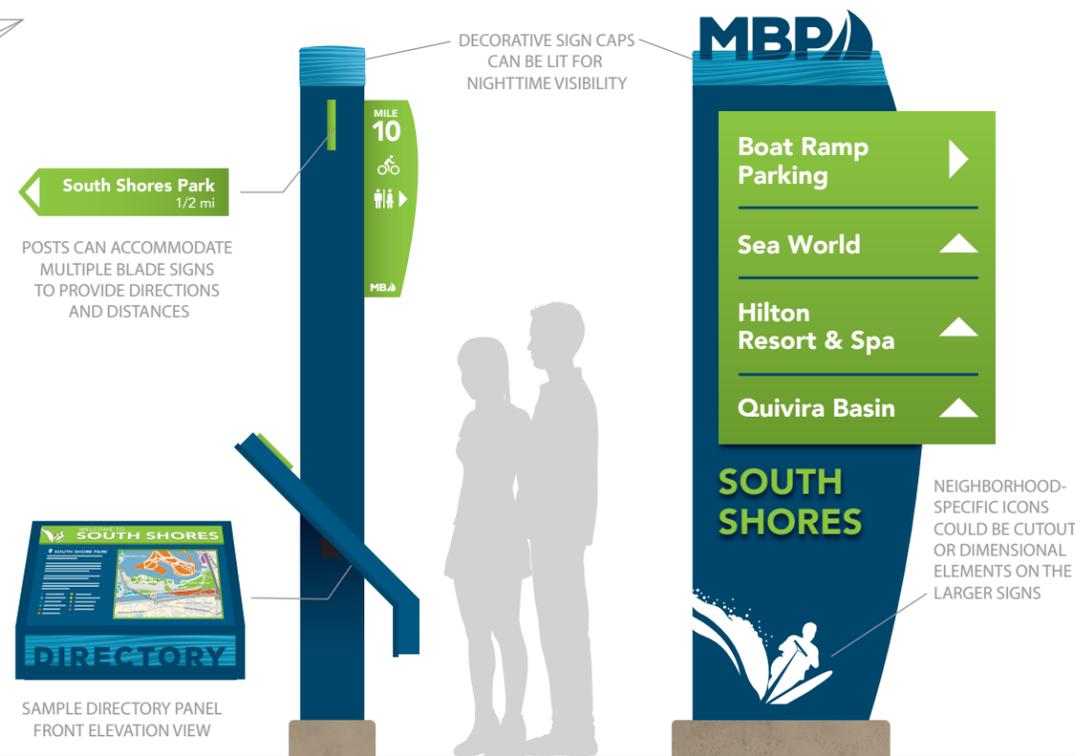
LOGO & TYPE TREATMENT

The Mission Bay logo and associated sign typefaces use a bold and modern type style very similar to the new City of San Diego logo. A tagline was created to expand on the idea that Mission Bay is more than just a City park – it's where San Diegans go to play. The bay horizon line is depicted in the letterforms, along with a cutout of a sailboat silhouetted against a setting "sun" shape reflecting in the water, which also makes up the O in the word Mission.



Shoreline trail sign posts use neighborhood color-coded panels to identify mile markers and nearby facilities. Directory/interpretive panel is angled at 45° for easy viewing. These sign posts could also serve double duty as workout stations with the proper equipment and hardware attachments.

Vehicular wayfinding signs incorporate the MBP logo and colors specific to each of the park districts where they are located. Each district could be further identified by a specific icon related to the area, the design of which could be selected by stakeholders.



Walkway Directory/
Interpretive Sign Panel

Roadway Directional
Signage

TYPEFACES

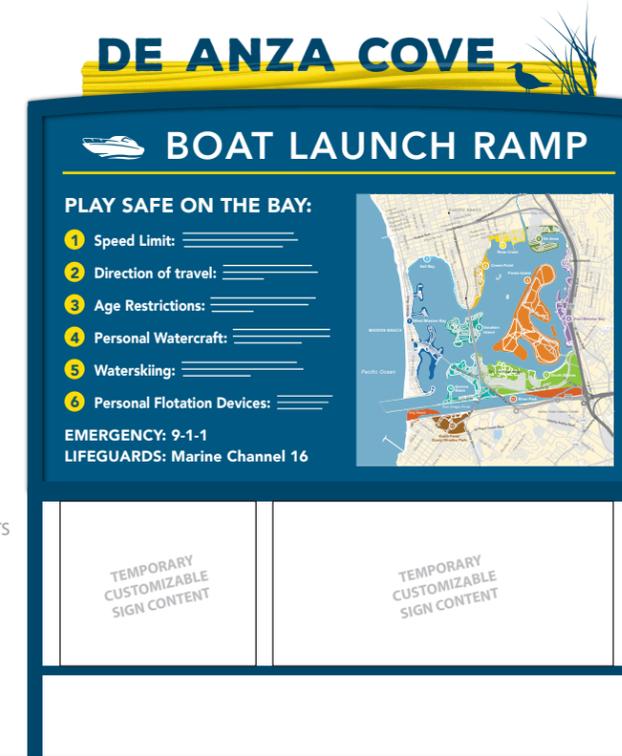
NEXA RUST SANS BLACK
Avenir Black
Avenir Medium

ARROW APPLICATION



Large directory signs allow for easy viewing of directions and regulatory information to guide park users. Temporary signs announcing events or parking configurations could be installed on crossbars below the large panels.

Smaller sign templates can be used for pedestrian guides, parking, and speed limit information. They would be various sizes and shapes depending on the City's needs.



Large Format
Information Panel



Small Format
Information Panel



Current Condition



Proposed Signage

SOURCE: Dudek 2019



Current Condition



Proposed Signage

SOURCE: Dudek 2019



Current Condition



Proposed Signage

SOURCE: Dudek 2019



Current Condition



Proposed Signage

SOURCE: Dudek 2019